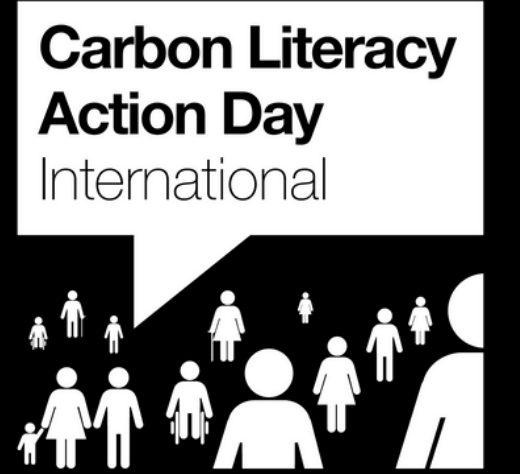


Carbon Literacy Action Day

Communications Guide



About the CL Action Day Communications Campaign

Communication is one of the most powerful tools we can use to engage people with climate change. Effective communication can enable climate messages to reach a broad audience and inspire people to play their part in tackling climate change, therefore accelerating essential climate action.

The Carbon Literacy Action Day communications campaign provides an opportunity for training providers to share what actions and activities they are taking, or have taken, as part of the Action Day in the run-up to and following Monday 4th December.

This Communications Guide includes information about CLAD 2023, and samples of copy and content for a range of digital platforms that you can use to share your voice and engage your online communities around the Action Day.

Campaign Aims

This campaign aims to give Carbon Literacy training providers:



An opportunity to share your involvement in the third annual Carbon Literacy Action Day and largest climate education-and-action training event.



A chance to use the Action Day as a catalyst to generate increased levels of involvement and Carbon Literacy within your community, organisation or way of life.



An opportunity to highlight what positive actions you are taking - as part, and as a result of, COP28 - to mitigate climate change.

How to Use this Guide

This Communications Guide includes a range of content and copy for various digital platforms including Website, Newsletter and Social Media platforms. Please feel free to use this sample text across your social media platforms and adapt as you see fit.

Note: Where highlighted in white, please adapt information to your organisation or training plan.

Campaign Graphics & Images

We have created a range of graphics for you to use in your online communications to promote your participation in the Carbon Literacy Action Day. Dimensions have been considered, so there is a graphic to fit the optimal formatting for each social media platform.

We also have a range of photographs available for use that have been kindly shared by various partners who deliver CL training. These images will suit you if you want to share photos of in-person Carbon Literacy training.

All images can be found under 'Social Media Graphics' and 'Training Photos' [on this webpage](#).

A laptop screen displays the 'The Carbon Map' website. The website features a world map with various data overlays. The title 'THE CARBON MAP' is visible at the top. Below the title, there are several tabs: 'VULNERABILITY', 'People at risk', 'Sea level', and 'Poverty'. The map shows a shaded region over India. To the right of the map, there is a 'Shade by' section with a legend for 'Continents' and a list of continents: Europe, Africa, Asia, North America, South America, and Australia. Below the legend, there is a section for 'India' with the following text: 'Population already suffering from drought, heat & extreme temps, 2013', '54,544,562 people', and 'Rank: Very High (2013)'. The laptop keyboard is visible at the bottom of the frame.

Saving the planet is now a communications challenge.

Sir David Attenborough

What is Carbon Literacy?

Official definition of **Carbon Literacy**[®]

“An awareness of the carbon costs and impacts of everyday activities and the ability and motivation to reduce emissions, on an individual, community and organisational basis.”

Other definitions:

“Carbon Literacy is the knowledge and capacity required to create a positive shift in how mankind lives, works and behaves in response to climate change.”

“Carbon Literacy is relevant climate change learning for everyone.”

Brand Guidelines

Please note: in general usage and specifically within copy, the term Carbon Literacy is **correctly capitalised as a noun**: It is therefore “Carbon Literacy” not “carbon literacy”.

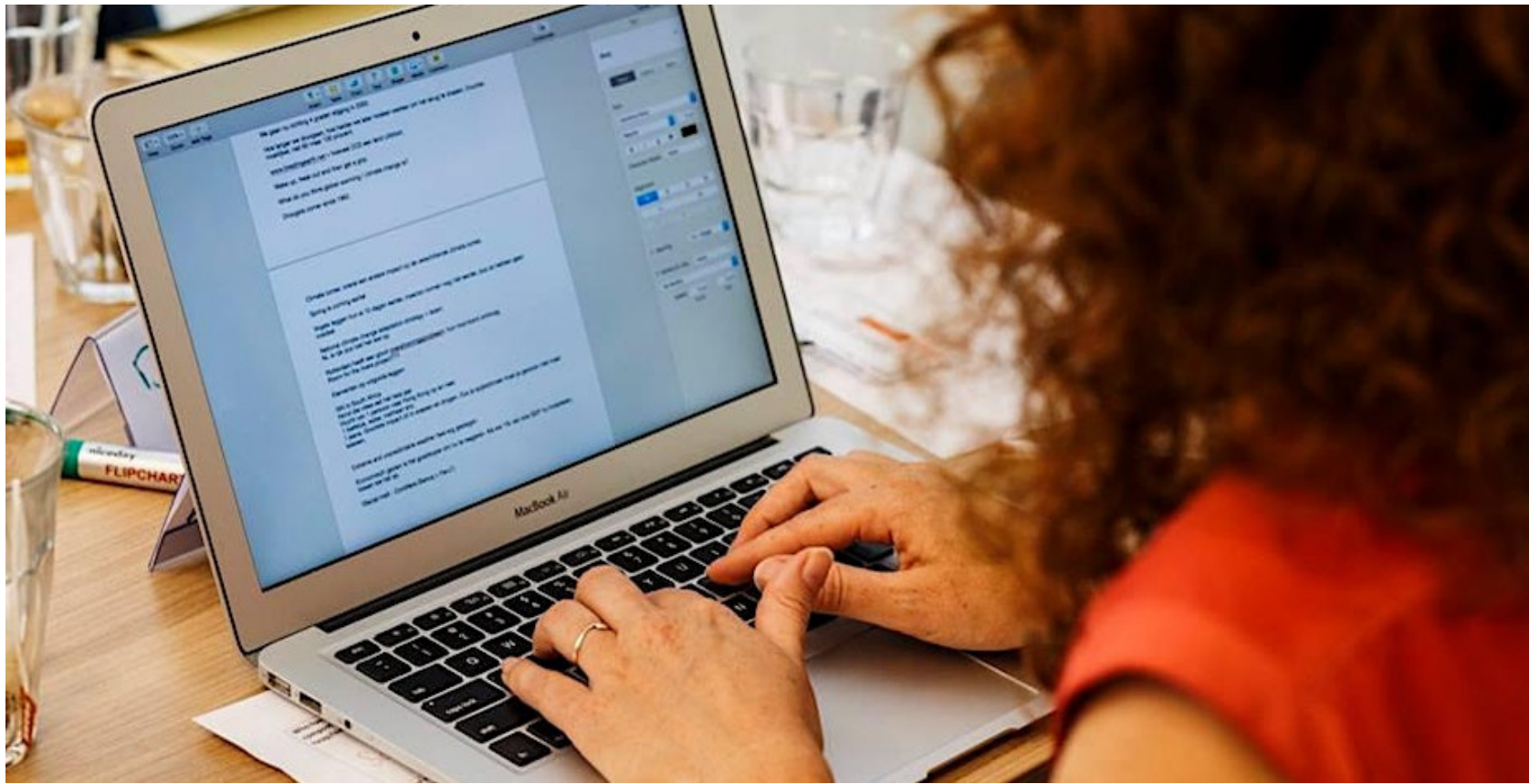
If you are unsure about any usage of **The Carbon Literacy Project** logos or text please review our brand guidelines in full at:

<https://carbonliteracy.com/wp-content/uploads/2023/09/Carbon-Literacy-Project-Brand-Guidelines-v1.5.pdf>

What is the Carbon Literacy Action Day?

The Carbon Literacy Action Day (CLAD) is the world's largest climate education-and-action training event. It brings together hundreds of people from all walks of life, ages and countries all across the world, to simultaneously complete their day's worth of Carbon Literacy training.

The Action Day coincides with the COP28 negotiations in Dubai, UAE - the largest climate event of the year - presenting an opportune time to engage the masses in climate action. So, while world leaders gather to discuss and negotiate on climate policy, Carbon Literacy learners will be on-the-ground learning, collaborating and becoming empowered to take impactful action on climate change.



Website Copy

On Monday 4th December, we are taking part in the Carbon Literacy Action Day - the world's largest climate education-and-action training event, coinciding with COP28. The Action Day is a global movement which sees the largest number of people simultaneously complete Carbon Literacy training in a single day.

Becoming Carbon Literate means taking actionable steps towards tackling the climate emergency, and here at [organisation] we are passionate about doing everything we can to mitigate the effects of climate change within our industry/community.

For us, taking actionable steps towards mitigating climate change is vital because....

Our planned activity for the Action Day is to deliver Carbon Literacy training / [name of course] to [X members of staff/learners]

Taking part in the Carbon Literacy Action Day is important for us because it means:

- Fostering a greater understanding of the climate crisis, our carbon footprint and the different ways in which we can reduce our collective carbon impact.
- Creating a positive change in our organisation and/or industry.
- Developing a strong understanding of the global and local impacts of climate change.
- Working together with others to create lasting change and hope for all.
- Getting out of our comfort zone and making an impact by doing something extraordinary.
- Taking effective climate action and aspiring towards a low-carbon culture as much as we possibly can.

Newsletter Copy

On 4th December, we are participating in the Carbon Literacy Action Day - the world's largest climate education-and-action training event, coinciding with COP28. The Action Day is a global movement which sees the largest number of people simultaneously complete Carbon Literacy training in a single day.

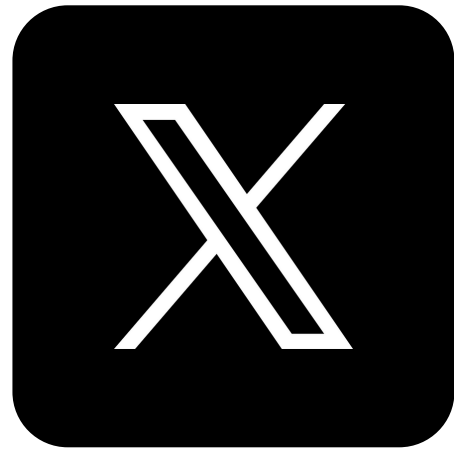
Our planned activity for the Action Day is to deliver Carbon Literacy training / [name of course] to [X members of staff/learners]. Our training will commence on [date] and culminate on 4th December.

Becoming Carbon Literate means taking actionable steps towards tackling the climate emergency, and here at [organisation] we are passionate about doing everything we can to mitigate the effects of climate change within our industry. For us, taking actionable steps towards mitigating climate change is vital because...

Follow along with our activities on the day via [our social media channels] and wider Action Day activities via #CLActionDay.

Social Media Copy

The following slides include suggested copy for each of the different social media platforms on which The Carbon Literacy Project has a presence, including:



Twitter / X

LinkedIn

Instagram

Facebook

The format and style for suggested copy has been adjusted for each platform's formatting, character limit and general audience, but please feel free to edit copy to suit your organisations voice and purposes.

Twitter / X

We are taking part in the third annual @Carbon_Literacy Action Day, the world's largest low-carbon climate education-and-action training day, coinciding with #COP28 on Dec 4th. 🌍
#CLActionDay

We are training [x] [staff/individuals] to become Carbon Literate as part of the @Carbon_Literacy Action Day on Dec 4th. Every learner trained will pledge 2 actions to effectively tackle climate change as a result. 📝 #CLActionDay

We are catalysing action on climate change by joining The @Carbon_Literacy Project for the third annual Carbon Literacy Action Day, coinciding with #COP28. 🌍 #CLActionDay

We are accepting our share of the responsibility for tackling climate change and learning to take #climateaction by participating in the @Carbon_Literacy Action Day on Dec 4th. #CLActionDay

Twitter / X

We're excited to participate in the @Carbon_Literacy Action Day; a day where hundreds of individuals around the world will undergo Carbon Literacy training, collectively learning to take action on climate change. 💪 #COP28

Exciting news! We're proud to be part of the @Carbon_Literacy Project's third annual Carbon Literacy Action Day - a global movement for climate education and action! #CLActionDay #ClimateActionNow

Time to take action for our planet! 🕒 For the @Carbon_Literacy Action Day 2023, we're bringing together learners from [sector/audience] to become equipped with the tools and knowledge to meaningfully act on climate change. #CLActionDay #COP28

We believe @Carbon_Literacy is an essential tool for engaging, educating, and inspiring citizens globally. That's why we're taking part in the #CLActionDay - to mobilise learners to effectively act on climate change while world leaders negotiate at #COP28. 🌍

LinkedIn

We are taking part in @The Carbon Literacy Project's third annual Carbon Literacy Action Day on 4th December!

The Action Day coincides with #COP28, and for the day we will be delivering Carbon Literacy training / [name of course] to [audience] / [X members of staff/learners]. Our training will be delivered via [platform], commencing on [date] and culminating on 4th December.

Find out more: <https://bit.ly/3S6wdo2> [or link to your own CL Action Day webpage if you have one]

We're proud to announce our participation in the @The Carbon Literacy Project's third annual Carbon Literacy Action Day – the world's largest climate education training event!

In doing so, we're accepting our share of the responsibility for tackling climate change, and understand the importance of collective action to make a difference. By participating in this event, we are committed to doing our part to ensure a liveable, low-carbon future.

#CLActionDay #ClimateActionNow

LinkedIn

Climate change is a challenge that requires collective action. That's why we're proud to participate in @The Carbon Literacy Project's third annual Carbon Literacy Action Day on 4th of December!

On the Action Day, we're not just educating learners about climate change; we're taking real steps to address it. Our commitment to a low-carbon future is stronger than ever, and we're dedicated to making an impact through Carbon Literacy training.

#CLActionDay #ClimateActionNow

#COP28 is almost here and we at [organisation] are marking the occasion by joining @The Carbon Literacy Project for the third annual Carbon Literacy Action Day.

From [training start date] to Monday 4th December, we'll be delivering Carbon Literacy Training / [name of course] to [X members of staff/individuals]. By doing so, we're taking actionable steps towards tackling the climate crisis.

Find out more: <https://bit.ly/3S6wdo2> [or link to your own CL Action Day webpage if you have one]

Instagram

Exciting news! We are taking part in the third annual Carbon Literacy Action Day on Monday 4th December! 🌍

The Action Day coincides with #COP28, and we're getting involved by delivering Carbon Literacy training to [audience] / [X members of staff/learners]. Every learner trained will pledge 2 actions to tackle climate change as a result. 📝 #CLActionDay

Find out more at @carbonliteracy [OR via our website/the link in our bio.]

We're proud to announce our participation in the Carbon Literacy Action Day 2023 – the world's largest climate education-and-action training event! 🌍

On the Action Day, we're not just educating learners about climate change; we're taking real steps to address it. Our commitment to a low-carbon future is stronger than ever, and we're dedicated to making an impact through Carbon Literacy training. 💪

@carbonliteracy #CLActionDay #ClimateActionNow

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Climate change is a challenge that requires collective action. That's why we're accepting our share of the responsibility for tackling climate change, and are committed to doing our part to ensure a liveable, low-carbon future.

Find out more at @carbonliteracy [OR via our website/the link in our bio.]

We believe @carbonliteracy is an essential tool for engaging, educating, and inspiring citizens globally.

That's why we're taking part in the #CLActionDay - to equip learners with the tools and knowledge to effectively act on climate change, while world leaders negotiate at #COP28. 🌍

We're looking forward to being part of this global movement by training [audience] / [X learners]. 💪

#CLActionDay #ClimateActionNow

Facebook

We are taking part in @The Carbon Literacy Project's third annual Carbon Literacy Action Day on 4th December! 🌍

The Action Day coincides with #COP28, and for the day we will be delivering Carbon Literacy training to [audience] / [X members of staff/learners]. Our training will be delivered via [platform], commencing on [date] and culminating on December 4th. 📅

Find out more: <https://bit.ly/3S6wdo2> [or link to your own CL Action Day webpage if you have one]

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In doing so, we're accepting our share of the responsibility for tackling climate change, and are committed to doing our part to ensure a liveable, low-carbon future.

#CLActionDay #ClimateActionNow

Facebook

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#CLActionDay #ClimateActionNow

#COP28 is almost here and we at [Organisation] are marking the occasion by joining @The Carbon Literacy Project for the third annual Carbon Literacy Action Day. 🌍

From [training start date] to Monday 4th December, we'll be delivering Carbon Literacy Training / [Name of Course] to [X members of staff/individuals]. By doing so, we're taking actionable steps towards tackling the climate crisis. 🐾

Find out more: <https://bit.ly/3S6wdo2> [or link to your own CL Action Day webpage if you have one]

Bigger Better Bolder Copy

For the #CLActionDay 2023, we're going Bigger Better Bolder and challenging ourselves to break away from the 'norm', so our Carbon Literacy training can have the strongest impact possible in the race against climate change. 🦊🌍

For the #CLActionDay, we're stepping out of our comfort zone and [delivering X courses] / [training X learners] / [info on your extraordinary activity], using @carbonliteracy to spark lasting change. #COP28

Exciting news! For the #CLActionDay, we're putting ourselves forward for the CLAD Catalyst Award and taking part in the theme of Bigger Better Bolder. In doing so, we're challenging ourselves to take our Carbon Literacy training to the next level and pushing the boundary away from the 'norm', so we can have the greatest impact possible in the race against climate change.

We're going Bigger Better Bolder by delivering [X courses] / training [X learners] / [info on your extraordinary activity]. We're determined to use our unique position to catalyse longer-term, more meaningful climate impacts and spark lasting change - after all, our planet and livelihoods depend on it.

Campaign Hashtags

The main hashtag for the Carbon Literacy Action Day social media campaign:

#CLActionDay

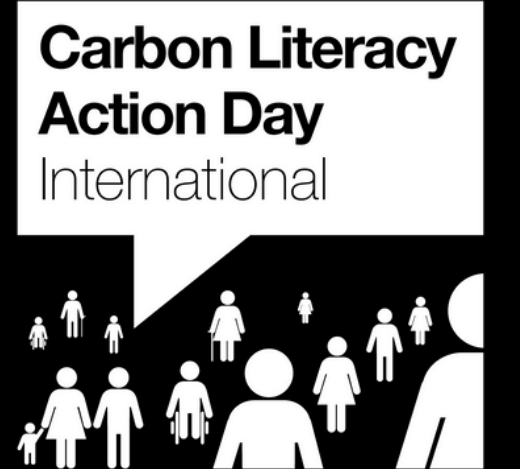
Other hashtags you might consider using:

**#CarbonLiteracy #CarbonLit #CLTraining #CLAD2023 #COP28 #ClimateAction
#ClimateEducation #ClimateActionNow #LowCarbonFuture**

Sector-specific hashtags:

**#CLAutomotive #CLCivilService #CLCulture #CLEducation #CLHealthcare #CL4LAs
#CLMuseums #CLSocialHousing #CLSport**

Any Questions?



For queries about the Action Day, contact:

CLAD@carbonliteracy.com

For media queries, contact:

media@carbonliteracy.com

